



# DEMOGRAPHIC

AND POTENTIAL VIEWERSHIP

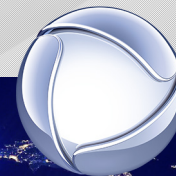


RECORDTV  
AMERICAS

# DEMOGRAPHIC

AND POTENTIAL VIEWERSHIP

**WHY DO INVEST IN THE PORTUGUESE-SPEAKING PUBLIC IN AMERICA?**



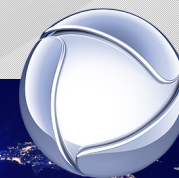
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# DEMOGRAPHIC

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**OVER 3,5**  
MILLION PORTUGUESE-  
-SPEAKING PEOPLE  
AT THE US AND CANADA

Source: US Census 2012 National; Portuguese/Brazilian Embassy in Canada.

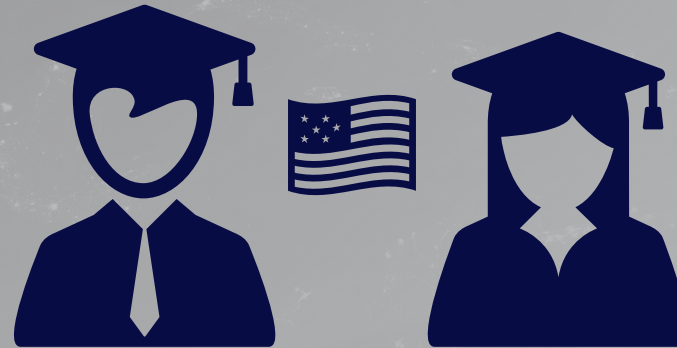


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Average  
Age: 29  
years  
old

**A YOUTH, QUALIFIED AND  
POTENTIAL NEW CONSUMER**

**Large presence  
in: New York,  
New Jersey,  
Connecticut,  
Massachusetts,  
Florida, Georgia  
and California**



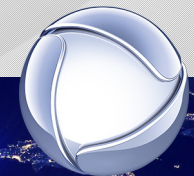
**45%**

**55%**

**31% hold  
a Bachelors  
degree or  
higher**

**The average  
household  
income for  
Brazilian-  
Americans  
is \$69.000**

Source: According to internal data, the US Census 2012, the Brazilian Secretary of Foreign Relations, the United States Embassy in Brazil and Brazilian Consulates at the US.



A GROWTH COMMUNITY THAT HAS A HIGH CONSUMER RATE



**USA**  
Brazilians arrival

**2004** 385,000 people

**2011** 1,508,000 people



AN INCREASING OF  
**292%**



**Brazilians**  
tourist expenditures

**2004** \$1.9 billion

**2011** \$8.5 billion

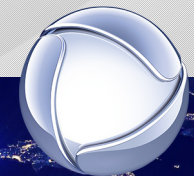


**Brazilians Wire**

**5 billion** dollars  
per year to Brazil

Inter-Bank data

Source: Survey of International Air Travelers (SIAT)  
of the U.S. Department of Commerce (2012).





**LARGE PRESENCE ALL  
OVER THE COUNTRY  
AND AN INFLUENCED  
COMMUNITY**

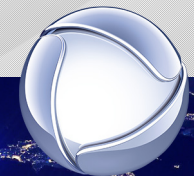
Cities

Brazilian Population

<b>Boston, MA</b>	<b>338,000</b>
<b>Miami, FL</b>	<b>286,000</b>
<b>New York, NY</b>	<b>273,000</b>
<b>Atlanta, GA</b>	<b>78,000</b>
<b>Chicago, IL</b>	<b>78,000</b>
<b>Los Angeles, CA</b>	<b>65,000</b>
<b>Hartford, CT</b>	<b>52,000</b>
<b>San Francisco, CA</b>	<b>40,000</b>
<b>Houston, TX</b>	<b>52,000</b>
<b>Washington, DC</b>	<b>39,000</b>



## WHY RECORD TV?



**AVAILABLE ALL OVER THE COUNTRY THROUGH  
THE MAJOR CABLE OPERATORS**

**dish**

**sling**  
TELEVISION

**optimum.**

**xfinity**

**RCN**

USA

**Bell**

**ROGERS**

Canada





## **xfinity** channel 695

**DADE COUNTY** Miami, North Miami, North Miami Beach, Aventura, Biscayne Park, El Portal, Miramar Shores, Northeast Dade, Northwest Dade, Pinecrest, South Miami, Sweetwater, Coral Gables, Hialeah, Hialeah Gardens Medley, Miami Springs, Virginia Gardens, Fontainebleau, South Dade, Southwest Dade, Doral, Homestead, Florida City, Key Biscayne

**BROWARD COUNTY** All Broward County

## **optimum.** channel 278

Cablevision reaches 3 million customers in 30 cable systems in New York, New Jersey and Connecticut.

- Market Profiles
- Networks

### **New York**

- Babylon
- Brookhaven
- Fishkill
- Hauppauge
- News 12 Hudson Valley
- Huntington
- News 12 Long Island
- North Nassau
- Riverhead
- Rockland
- South Nassau
- Warwick

### **New York City**

- Bronx
- Brooklyn
- News 12 Brooklyn
- News 12 Bronx

### **Connecticut**

- Bridgeport
- Connecticut Total
- Norwalk
- Litchfield
- News 12 Connecticut

### **New Jersey**

- Hudson - Bayonne
- Newark - Elizabeth
- Monmouth East
- Monmouth Total
- Monmouth West
- Morris
- News 12 New Jersey Total
- Northern NJ - Bergen
- Northern NJ - Passaic
- Northern NJ - Total
- Passaic
- Paterson
- Raritan Valley North
- Raritan Valley South
- Raritan Valley Total

### **WESTCHESTER**

- News 12 Westchester
- Port Chester/Harrison
- Ossining
- Southern Westchester
- Westchester Total
- Yonkers
- Yorktown Heights

## **dish** channel 9799

Dish Network, a satellite TV provider, distributes the Record TV signal to all 50 states in the US. IPTV service is also available through Dish.

This distribution system uses internet to broadcast Record TV to everyone, anywhere via the Roku set top box.





**BOSTON channel 222**  
Cities RCN services in the Boston area

Allston, MA  
Arlington, MA  
Auburndale, MA  
Boston, MA  
Brighton, MA  
Brookline, MA  
Burlington, MA  
Charlestown, MA  
Chestnut Hill, MA  
Dedham, MA  
Framingham, MA  
Hyde Park, MA  
Jamaica Plain, MA  
Lexington, MA  
Mattapan, MA  
Milton, MA  
Natick, MA  
Needham Heights, MA  
Needham, MA  
Newton Center, MA  
Newton Highlands, MA  
Newton, MA  
Newtonville, MA  
Newton Lower Falls, MA  
Roslindale, MA  
Somerville, MA  
Stoneham, MA  
Waban, MA  
Wakefield, MA  
Waltham, MA  
Watertown, MA  
West Newton, MA  
West Roxbury, MA  
Woburn, MA

**CHICAGO channel 245**  
Cities RCN Services In The Chicago Area

Chicago, IL  
Evanston, IL  
Skokie, IL

**D.C. METRO AREA canal 218**  
Cities RCN Services In The D.C. Metro Area

Test, MD	Montgomery Village, MD
Bethesda, MD	Silver Spring, MD
Chevy Chase, MD	Takoma, MD
College Park, MD	Washington D.C.
Falls Church, VA	
Gaithersburg, MD	
Lanham, MD	

**NEW YORK CITY channel 230**  
Boroughs RCN Services In The  
New York City Area

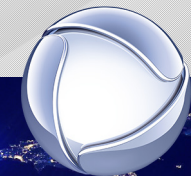
Manhattan  
Queens  
Brooklyn

**PHILADELPHIA channel 221**  
Cities RCN Services In The Philadelphia Area

Clifton Heights, PA	Ridley Park, PA
Darby, PA	Ridley Township, PA
Drexel Hill, PA	Sharon Hill, PA
Essington, PA	Tinicum, PA
Folcroft, PA	Upper Darby, PA
Folsom, PA	Woodlyn, PA
Glenolden, PA	
Holmes, PA	
Lansdowne, PA	
Morton, PA	
Norwood, PA	
Prospect Park, PA	

**LEHIGH VALLEY AREA channel 225**  
Cities RCN Services In The Lehigh Valley Area

Alburtis, PA  
Allentown, PA  
Bangor, PA  
Bath, PA Bethlehem, PA  
Breinigsville, PA  
Catasauqua, PA  
Center Valley, PA  
Cherryville, PA  
Coopersburg, PA  
Coplay, PA  
Danielsville, PA  
Easton, PA  
Emmaus, PA  
Fogelsville, PA  
Fountain Hill, PA  
Hellertown, PA  
Laurys-Station, PA  
Lehigh Valley, PA  
Macungie, PA  
Nazareth, PA  
Northampton, PA  
Orefield, PA  
Pen Argyl, PA  
Roseto, PA  
Riegelsville, PA  
Schnecksville, PA  
Slatington, PA  
Trexlerstown, PA  
Walnutport, PA  
Whitehall, PA  
Wind Gap, PA



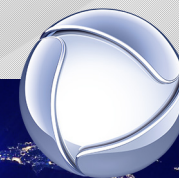


**Bell**

Channel 875

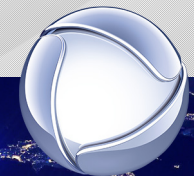
 **ROGERS™**

Channel 937



**RECORDTV**

AVAILABLE IN DIFFERENT PLATFORMS IN THE HIGHEST QUALITY



2345287

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AND POTENTIAL VIEWERSHIP

**DIVERSIFIED CONTENT FOR THE WHOLE FAMILY!**

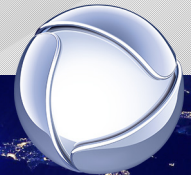


REALITY SHOWS

SOAP OPERAS

TV SHOWS

TV NEWS



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## DIFFERENT MEDIA FORMATS AVAILABLE INCLUDING MEDIA CROSS POSSIBILITIES

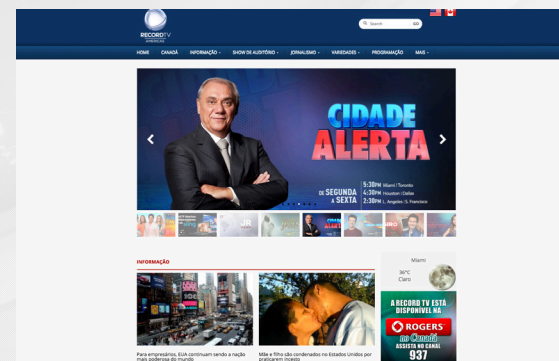
Record TV



Share Americas



Webpage



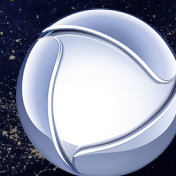
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and ask for a personalized  
quotation for your company

### **SALES DEPARTMENT**

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